

TRAID (Textile Recycling for Aid and International Development)

Press Release – May 2009

Contact TRAIID Press Office 020 8733 2585



Timberland Partner with TRAIID to Reduce Waste and Change Lives

Timberland has joined forces with fashion recycling and environmental charity TRAIID (Textile Recycling for Aid and International Development) to kick-start an exhilarating new eco initiative.

Bring your unwanted clothes and shoes of any brand into Timberland stores in London (good quality donations please) and we'll reduce landfill in the UK and raise money to fight poverty at the same time. To show our thanks, the lovely folk at Timberland will give you 20% off any purchase at Timberland stores.

The best bit is that it doesn't end there. All the unwanted jackets and shoes will then make their way to TRAIID for resale and the money raised from clothes that are resold in TRAIID charity shops will support a project to fight poverty sustainably with PAN UK (Pesticide Action Network UK).

TRAID & PAN UK Project – PAN UK is an organization that has pledged to support a group of cotton farmers in Benin, West Africa, by helping them to grow organic cotton and selling their produce to factories in East Asia, thereby helping them improve their own lives. We at Timberland have decided to join forces with both TRAIID and PAN UK to support this project.

The promotion currently runs in the following stores:

Regent Street

Bluewater

Brent Cross

Kings Road

Westfield

Bishopsgate Arcade

Reading

Contact the TRAIID Press Office for more information on 020 8733 2585 or visit www.timberland.com

TRAID is a registered charity working to fight global poverty through its clothes recycling and environmental activities in the UK.